

CHAPTER I

INTRODUCTION

A. Background of the Study

The phenomenon of catfishing in everyday life describes cases of fraud in cyberspace carried out by people who pretend to show interest in other people, but have hidden intentions. They don't show up with real identities. *Catfishers* mostly steal other people's identities or lie about their origins. People who do catfishing can be based on different motives. There are those who are just playing games, lack self-confidence, take personal revenge or others who want to extort the property of the people they have managed to deceive.

Catfishing is not only the attention of information technology experts, but also the author's attention. The author's concerns about this phenomenon there are many people do catfishing for various things and reasons, from positive things to negative things. Whatever the purpose of catfishing can not be justified, because catfishing is a cybercrime. The main element in the act of catfishing is counterfeiting, and counterfeiting is a bad act against the existing norms.

Ian Samuels as the director presents scenes in *Sierra Burgess Is a Loser* movie that includes the act of catfishing, although this scene gets a lot of pros and cons in the community but the director certainly has a moral message from this movie. Ian Samuels is a Los Angeles-based writer and filmmaker. CalArts awarded him an MFA in film directing and Bard College awarded him a BFA in film/video.

Sierra Burgess Is a Loser movie containing the act of catfishing. Sierra faked her identity on Jamey. Although initially this identity falsification occurred by accident, start from Veronica give Sierra's number to Jamey as it is her own number, then they are texted but Sierra turns out to be attracted to Jamey and get comfortable texting each other, but she's not confident enough so Sierra continued to faked her identity so that catfishing occurred.

Sierra Burgess Is a Loser movie actually wants to raise that a person has to be honest, confident in themselves, and does not have to be someone else to be loved. This movie was written by Lindsey Beer and directed by Ian Samuels tells

the story about a case of mistaken identity leads to an unexpected romance when a teenager joins a popular student to win the heart of his high school crush. It was produced in 2018, and available on Netflix.

Veronica who is a beautiful and popular girl at school initially always bullied Sierra. Sierra is an ordinary girl but very smart. Sierra is often underestimated because she is not a good-looking person. She doesn't have ideal body type and pretty face. Sierra initially didn't care much about it, she loved herself and she was very talented, she has a best friend named Dan who always support her, and her parents always taught her to always be confident. Until one day Veronica met with Jamey.

Jamey, a handsome and talented boy but he is not Veronica type. Jamey asked for Veronica's number, but Veronica actually gave Sierra's number. Jamey sent a message to Sierra, Jamey thought Sierra was Veronica. But Sierra still pretends to be Veronica and finally Sierra has a crush on Jamey. Veronica has a problem, Sierra can help her, in return Veronica must want to date and act that she likes Jamey because Sierra has not confident enough to reveal her true identity to Jamey, they agree and until finally they work together to solve their problems and eventually, they become best friends. Sierra helped Veronica to make Spence have a crush on her. Sierra and Veronica became very close, from the beginning they were secretly friends, until finally they dared to show their closeness in public. Veronica began to forget her old friend, and Sierra, who forgot Dan. Because they forget their old friends, their old friends also become annoyed with Sierra and Veronica.

Veronica, Jamey, and Sierra met accidentally in a football match between schools. Jamey kissed Veronica because she felt that all this time Veronica was always communicating and dating Jamey. Veronica initially could not refuse, even though Veronica did not intend to kiss Jamey. Sierra who saw Jamey and Veronica kissing burning with jealous fire. Sierra spread Veronica's disgrace during the match. And finally Veronica, Sierra and Jamey met and revealed the truth. Jamey was furious and did not want to see Sierra and Veronica because they were liars. Jamey, Sierra and Veronica have big problems. Until one day

Veronica met Jamey and explained that all this was her fault and finally Jamey still choose Sierra, because he likes Sierra not only from the physical. They all got back together and regretted their actions, at the end of the story they were all told to succeed in achieving their dreams.

Initially many people were happy with the release of this movie, especially because several movies and series starring previous actors and actresses have succeeded in attracting public attention, but after watching this movie many people became left uncomfortable, because this movie featured many problematic scenes and the internet paid attention. The movie's premise hinges on Sierra Burgess thinking she really doesn't stand a chance with Jamey if she finds out what she looks like.

In fact, the red line of this movie is not only due to the act of catfish carried out by Sierra. There is also positive sides of this movie like the importance of honesty, body positivity, and how to respect others, but the reviews more critical and focus on the negative side of this movie. In the end the negative side of this movie is provides a good moral value for the audience.

After the resulting problems made the situation worse, the viewer regretted why the characters didn't apologize to each other for their mistakes. The audience is also emotional why Sierra doesn't receive the consequences for her actions, because the catfishing act she does creates other bigger lies and hurt many parties. The audience hopes that after a complicated problem it should be resolved properly.

The problems of adolescents presented in this movie are very interesting, problems that are often experienced by teenagers regarding self-confidence, insecurity and the people's perspective that often occurs. There are various reviews and even cause debate among the audience especially about actions of catfish in this movie as a crime or not because it started accidentally, however catfishing it's part of cybercrime.

This movie also starring by stars rising Netflix actors and actresses, namely Noah Centineo, Shannon Purser, and Kristine Froseth, which makes viewers, especially teenagers, interested with this movie. This movie has a light story,

entertaining and the plot is easy to understand. The problems and moral messages presented are actually intended for adolescents.

Sierra Burgess Is a Loser is a light and entertaining movie, with a simple settings that depicts the lives of teenagers in general and also raises the problems of adolescents and which are quite complicated, but we can find them in everyday life. and has a good moral message for teenagers even though in the end it becomes controversial for the audience.

Based on the background outlined above, the author is interested in analysing this movie based on the theory sociology of literature. According to the author's opinion there will be lessons can be taken from this movie, especially for teenagers. Hopefully this research will be useful both for author and readers.

B. Problem of the Study

The major problem of the study is how catfishing and its implication to cybercrimes is reflected in *Sierra Burgess Is a Loser* Movie. The problem of the study is dissected further into the following research questions:

1. What are the indicators of catfishing in this movie?
2. How is the catfishing depicted in this movie?
3. Why did the director Ian Samuels specifically address catfishing that carried out by *Sierra* in the work?

C. Objectives of the study

The objectives of the study are as follow:

1. To identify the indicators of catfishing in *Sierra Burgess Is a Loser* movie.
2. To identify how catfishing depicted in *Sierra Burgess Is a Loser* movie.
3. To reveal the reason why the director Ian Samuels addressed catfishing carried out by *Sierra* in this movie.

D. Significance of the Study

1. Theoretical Significance

The study contributes to the body of knowledge, especially literary study on catfishing and its implication to cybercrimes in *Sierra Burgess Is a Loser* movie to enrich knowledge with a sociological approach to literature.

2. Practical Significance

The study enriches the present writer's understanding of on the sociology of literature and catfishing and its implication to cybercrimes found in *Sierra Burgess is a Loser* movie to further be used as a guide to behave in everyday life.